
SUPER BOWL XXXVIII - Injury Prevention's Complete Coverage*



***also known as the Injury
Prevention Newsletter for
January 2004**

Injury Prevention's Super Bowl Coverage

Upcoming Injury-Related Health Observances

1. National Burn Awareness Week: Feb. 1-7
2. National Child Passenger Safety Awareness Week: Feb. 8-14
3. No Name-Calling Week: Mar. 1-5

Miscellaneous News and Announcements

4. Guide to the Alaska State Legislative session
5. Hot off the press from the Center for Disease Control (CDC)
6. Youth Snowmobile Safety Course now available
7. Product recalls and safety information

Super Bowl Special Coverage: The New England Patriots are Las Vegas oddsmakers' pick to win the Super Bowl. The Patriots were made a seven-point favorite over the Panthers by four of the biggest Vegas sports books. There are other odds being waged during Super Bowl Sunday as well:

1. Super Bowl means OT for Emergency Departments - It's usually after the final play that the real action in the ER begins. Patients who have passed out because of what they drank or who sustained traumatic injuries linked to alcohol-, or drug-, or fatigue-clouded judgment. In general, ER physicians report that what they see has much in common with the aftermath of other celebrations such as New Year's Eve or Cinco de Mayo. Recent findings indicate that the automobile may be the biggest risk factor, at least after the game. There is a reported 41% increase in traffic fatalities across the country on Super Bowl Sunday compared to other Sundays.
2. Law Enforcement and Transportation Safety Partners challenge Super Bowl fans to celebrate responsibly - Super Bowl Sunday is cited as one of the deadliest events for alcohol-related traffic crashes around the nation. Football fans and all drivers are urged to put safety in the Super Bowl party plans. Here are some tips for hosting a safe and successful Super Bowl party (courtesy of the Oregon Dept of Transportation and Oregon State Police):

- **Call the plays and take the keys** - When your guests arrive, collect their car keys. That way, when they are ready to leave, they get a second opinion whether they are sober or impaired
- **Pass, pass, pass the food** - High protein and carbohydrate foods like cheese and meats are a good choice. They stay in the stomach longer, which slows the rate at which a body absorbs alcohol.
- **Get jiggy with it** - Use several jiggers or self-measuring one-ounce bottle spouts at your bar. Your guests are less likely to drink too much when standard measures are used.
- **Don't rush the armchair quarterback** - Do not force drinks on your guests or rush to refill their glasses. Some guests may not wish to appear rude and will accept drinks they do not want.
- **Switch sides at halftime** - About two hours before the party ends, stop serving your guests alcohol. Guests then have time for their bodies to cool down and absorb the alcohol consumed. Serve non-alcoholic beverages as well as food.
- **Have another game plan ready** - If your guest has been drinking and should not drive, don't give them back their car keys and let them drive. Whatever you do, don't give in. You are the Game Official - never let them question your call.

1. **National Burn Awareness Week Feb 1-7:** During Burn Awareness Week 2004 the Shriners - members of the fraternal organization that operates 22 Shriners Hospitals for Children throughout North America want people to take the necessary steps to prevent burns in the home. Shriners Hospitals are known as the experts in pediatric burn care. The Ladies Oriental Shrine of North America has created a Burn Prevention Education program for Grades 4-6 complete with a curriculum guide and video. Visit www.shrinershq.org/shc/cincinnati/prevention for more information.

The Consumer Product Safety Commission has warned us of hazards from heaters and fireplaces. Since this winter began as many as 51 people have died from heaters and fireplaces. The CPSC reminds consumers to follow safety precautions when using electric or fuel-fired heaters and fireplaces:

- Heaters can cause fires if they are placed too close to flammable materials such as drapes, furniture or bedding (keep the heater at least 3 feet away). Place the heater on a level, hard and nonflammable surface, not on rugs or carpets. Never leave a space heater on when you go to sleep.
- Fireplaces can cause fires if the chimney is cracked, blocked or coated with creosote. Open the fireplace damper before lighting a fire and keep it open until all the ashes are cool. This will avert the building up of poisonous gases, especially while the family is sleeping. Keep a screen or glass enclosure around a fireplace to prevent sparks or embers from igniting flammable materials. Never use gasoline, charcoal lighter or other fuel to light or relight a fire

because vapors can explode. Never keep flammable fuels near a fire.

- Fuel-burning appliances can cause carbon monoxide poisoning if there is improper venting or incomplete combustion. Do not use a kitchen range or oven to heat your house because it could overheat or generate carbon monoxide. Be aware that mobile homes require specially designed heating equipment. Only electric or vented fuel-fired equipment should be used. Have gas and kerosene heaters inspected annually to ensure proper operation.
- Have smoke and carbon monoxide detectors on all levels of the house and outside the bedrooms. Check the batteries every month.

For more information you can access the CPSC at www.cpsc.gov

The Journal of Burn Care Rehabilitation published this month that the Hennepin County Medical Center in Minneapolis Minnesota has recognized a 15-fold increase in pediatric palm burns associated from contact with the glass enclosure on gas fireplaces from 1996-2000. The mean age was 12.8 months. This could be an emerging avoidable danger in the home. Be aware.

NOW FOR THE GOOD NEWS: The Alaska Fire Deaths continue to decline. According to Jodie Hettrick with the State Fire Marshal's Office 7 Alaskans died from fire in 2003 well below the 10-year average of 18 deaths. This is the lowest number of fire deaths Alaska has experienced since recording began in 1961. The previous lowest number was 9, in 2002. A child playing with a lighter caused the only child death. Five of the deaths are attributed to smoking materials such as careless smoking or improperly discarding cigarettes. Investigators were unable to determine the cause of the last fire death.

2. **Child Passenger Safety Week Feb 8-14:** The National SAFE KIDS Campaign in observation of Child Passenger Safety Week will be releasing a new report next week entitled "Closing the Gaps Across the Map: A Progress Report on SAFE KIDS' Efforts to Improve Child Occupant Protection Laws". Part of the report will include a call to action through 2006. For a list of local SAFE KIDS Coalition activities during the week click on:

www.chems.alaska.gov/Injury_Prevention/calendar.htm

3. **No Name Calling Week March March 1-5:** Schools around the nation will join together to stop name-calling in school. A coalition of over 40 education, mental health, youth advocacy, and social justice organizations, including the American School Health Association, have joined forces to address the problem of name-calling and verbal bullying in schools. The week is based on a book entitled "The Misfits", which deals with taunting and bullying in middle school. The project is targeted at grades 5 through 8. Visit www.NoNameCallingWeek.org to find out more about this project or www.bullying.org for information on bullying for parents, children, and educators.

- 4. Guide to the Alaska State Legislative session:** As the gavel announced the opening of the current legislature on Jan 12 we in the injury prevention field have an opportunity to education our new leaders about laws and regulations that can improve the safety of Alaskans. To track a bill or resolution during the session you can log on to www.legis.state.ak.us/basis/start.asp and follow the progress of the legislation. It is best to know the bill or resolution number, however there are search engines which will allow you to look for topics such as: public safety, safety, motor vehicles, weapon, domestic violence, alcohol. Bills of interest may be:

- HB213 and SB 249 Provisional Drivers License
- HB381 Child Endangerment Driving Offenses
- SB268 Unsafe Gun Storage
- HB342 Increased DWI Penalty
- HB392 Seat Belt Violations as a Primary Offense
- SB244 Increased Fine for School Zone Violation
- HB93 Repeal Boating Safety Sunset
- HB351 Carbon Monoxide Detection Devices

If you would like to give testimony or provide a "public opinion message" contact your local legislative information office at:

www.legis.state.ak.us/infodocs/howlio.pdf or download a POM form at www.legis.state.ak.us/infodocs/pomform.pdf

- 5. Hot off the Press from CDC:** CDC's Injury Center released a new report that suggests injuries cost the United States an estimated \$117 billion in medical expenditures each year. This estimates represents approximately 10% of total medical spending and is similar in magnitude to the medical costs associated with other leading public health concerns such as obesity and smoking. The report "Medical Expenditures Attributable to Injuries in the United States, 2000" was published in the Jan 16 issue of Morbidity and Mortality Weekly Report (MMWR). Falls accounted for at least 33% of the total medical costs of injuries and motor vehicle crashes accounted for at least 18%. The complete report is available at: www.cdc.gov/ncipc

- 6. Youth Snowmobile Safety Program available through the State Injury Surveillance and Prevention Program:** The State Injury Prevention Office along with Kenai SAFE KIDS has revised it's youth snowmobile safety awareness event notebook and it is available on request. It is a revision of the notebook that was distributed last winter (2002-2003) and now includes written scripts for each of the station presentations thank to Jane Fellman, Kenai's SAFE KIDS Coordinator. The notebook includes: a PowerPoint presentation describing the event, the event stations, and preparation for the event; a step-by-step guide for putting on a snowmobile safety event in your community; the documents and information needed for setting up your event station and teaching key concepts; AND sample presentations written for each of the stations at your event. For more information contact the ISAPP Office at 907-465-4170.

7. Product recalls and safety information: The U.S. Consumer Product Safety Commission tracks injuries or deaths in over 15,000 consumer products. To report a dangerous product or a product-related injury, call CPSC's hotline at 800-638-2772 or CPSC's teletypewriter at 800-638-8270. Other information and product recalls are available on their website: www.cpsc.gov.

This message has been compiled by the Section of Community Health and EMS (CHEMS), Alaska Division of Public Health and sent to subscribers of the AK-Prev and AHELP list-serves. It has also been sent as a "bcc" to others in Alaska including Public Health Centers, SAFE KIDS coalitions, Native Health Organizations, and regional EMS Councils and Coordinators who may be interested and active in injury prevention and health promotion. The purpose is to share resources, breaking news, training opportunities, product recalls, and opinions to help prevent injuries to Alaskans. Feedback and contributions are encouraged. Contributions can be directed to Karen Lawfer: karen_lawfer@health.state.ak.us

Link for the AK-Prev and AK-EMSC list serve: http://chems.alaska.gov/ems_list_servers.htm

Link for AHELP list serve: <http://www.auroraweb.com/ahec>